

2015 - 2016 Old Dominion University Catalog
Bachelor of Science in Business Administration (Marketing)

Sample four year curriculum with a suggested ordering of courses. Students may re-order as needed.

YEAR 1 - FRESHMAN (30 CREDITS)

FALL SEMESTER (14 credits)		SPRING SEMESTER (16 credits)	
<u>General Education Coursework:</u>	<u>Credit Hours:</u>	<u>General Education Coursework:</u>	<u>Credit Hours:</u>
ENGL 110C	3	ENGL 211C, 221C or 231C	3
MATH 162M	3	MATH 200	3
Language and Culture I (May be waived, see catalog for details)	3	Language and Culture II (May be waived, see catalog for details)	3
Nature of Science I	4	Nature of Science II	4
BUSN 110	1	Interpreting the Past	3

YEAR 2 - SOPHOMORE (30 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
<u>General Education Coursework:</u>	<u>Credit Hours:</u>	<u>General Education Coursework:</u>	<u>Credit Hours:</u>
Literature	3	Human Creativity	3
Oral Communication: COMM 101R required	3	Information Literacy and Research: IT 150G required	3
PHIL 230E or upper level "E" course	3	<u>BSBA Core:</u>	
<u>BSBA Core:</u>		ACCT 202	3
ACCT 201	3	ECON 201S	3
ECON 202S	3	BNAL 206	3

YEAR 3 - JUNIOR (36 CREDITS)

FALL SEMESTER (18 credits)		SPRING SEMESTER (18 credits)	
<u>BSBA Core:</u>	<u>Credit Hours:</u>	<u>BSBA Core:</u>	<u>Credit Hours:</u>
BNAL 306	3	FIN 331	3
ECON 301	3	IT 360T (Satisfies Impact of Technology)	3
FIN 323	3	MGMT 325	3
MKTG 311	3	OPMT 303	3
<u>Major Coursework:</u>		<u>Major Coursework:</u>	
MKTG Elective*	3	MKTG 402	3
Free Elective*	3	MKTG 411	3

YEAR 4 - SENIOR (30 CREDITS)

FALL SEMESTER (15 credits)		SPRING SEMESTER (15 credits)	
<u>BSBA Core:</u>	<u>Credit Hours:</u>	<u>Major Coursework:</u>	<u>Credit Hours:</u>
MGMT 485W (C or better)	3	MKTG 490	3
<u>Major Coursework:</u>		Free Elective*	3
MKTG 407	3	MKTG Elective*	3
MKTG Elective*	3	MKTG Elective*	3
200-400 Level Free Elective*	3	<u>Upper Division General Education:</u> Option D**	3
<u>Upper Division General Education:</u> Option D**	3		

Requirements for graduation include a minimum cumulative grade point average of 2.00 overall and in the major, a minimum of 121 credit hours, which must include both a minimum of 30 credit hours overall and 12 credit hours in upper-level courses in the major program for Old Dominion University, completion of ENGL 110C and ENGL 211C, 221C or 231C, and the writing intensive (W) course in the major with a grade of C or better, and completion of Senior Assessment.

*Please consult advisor and catalog to select Free and Business Electives.

**Students may select a different option to satisfy the Upper Division General Education requirement. See catalog for additional options.

All 300-400 level MKTH courses, except for MKTG 311, are included in the calculation of the 2.00 overall grade point average for major course work for graduation.